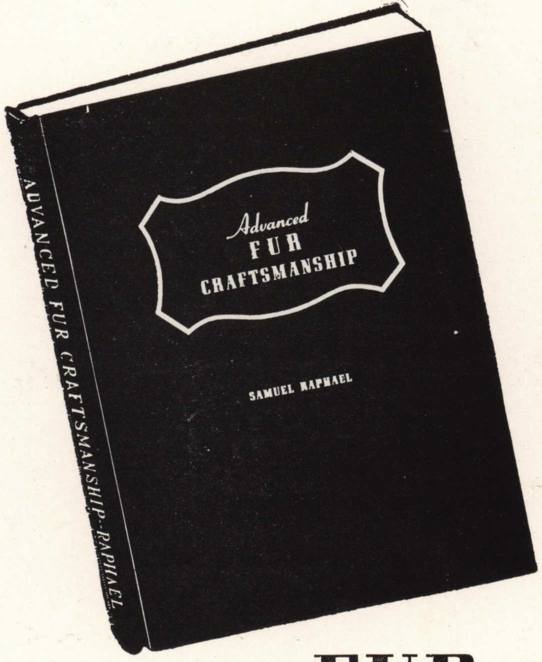
American Furrier and Sol Vogel

5-1954

PRINTED IN U. S. A.

Cutting Problems . . . . ?

You Have None Now? . . . .
Ah, but you WILL have them every so often!



when that happens . . .

You need never guess . . or hunt for the solution or the best method, when armed with that Famous Fur Cutting Encyclopedia

ADVANCED
FUR CRAFTSMANSHIP

by

Samuel Raphael

World's Leading Fur Technician

Describes in great detail the most practical and advanced methods of fur cutting and production of 61 different kinds of fur — No other book like it in the world! GET IT FOR YOURSELF OR YOUR SHOP PERSONNEL.

Reduced Price $27.50

plus 75 cents for wrapping and shipping. Remittance needed with order since no C.O.D. or charge possible.

WAS ~~$35.00~~
NOW $27.50

DO NOT WASTE ANOTHER DAY —

ORDER NOW!

Exclusive Distributors:

AMERICAN - MITCHELL FASHION PUBLISHERS, INC.

255 SEVENTH AVENUE WAtkins 9-5806 **NEW YORK 1, N. Y.**

AF-553

AMERICAN-MITCHELL FASHION PUBLISHERS
255 Seventh Avenue, New York 1, N. Y.

Enclosed find Check / Money Order for $28.25 in payment of one copy of Samuel Raphael's Text Book (plus shipping): ADVANCED FUR CRAFTSMANSHIP.

Name ....

Address ....

City .... Zone .... State ....

Congratulations . . .
CUSTOM TAILORS!

To many, it may seem strange that in this publication—devoted exclusively to women's fur fashions, our editorial is entitled "Congratulations, Custom Tailors". We are, of course, referring to that hardy breed who never say die, the men's custom tailoring industry. Like all industries which are collectively known as the 'needle trades', they have been suffering from the same ills during the past several years which are only too well known to us. Instead of sitting back and bemoaning their fate and crying on one another's shoulders, they have banded together and have actually done something worthwhile. It is true that here in this fur industry we have many associations, but alone or together, they have done nothing to boost their industry as have the custom tailors.

This is how they did it.

Every Wednesday evening on TV there is a program known to most of us as 'Arthur Godfrey and His Friends'. To purchase this full hour's time for a national hook-up would entail a tremendous amount of money. Exactly how much, frankly, I have no means of knowing. Yet the custom tailors, through their association and publicity director, managed to get that entire hour. We don't mean just with a few commercials; the entire program was devoted to them. And it cost them absolutely nothing.

How did they do it? Every member of the cast, men and women and including Arthur himself, were given garments that had been made in the shops of various members of the association. These garments were worn on the program. The reaction to this program, I am very happy to say, has been nothing short of terrific, because even in black and white television one could sense the beauty of the fabric; insofar as fit is concerned, it took your breath away.

Strangely enough, there was a distinct change in the men's fashions and many people—men and women alike—commented on the rare, radical, and most pleasing changes in the attire.

This brings us to ask just one question: here is a fur industry that has a gross volume of business per year at least one hundred times or more that of the men's custom tailoring industry. It deals with the most glamorous of all the needle trades, and it caters to the sex which is definitely and without question the more style-conscious. ***Yet what have they done?*** Nothing at all! Certainly, several individuals have been down to Washington trying to lobby for reduction of the 20% excise tax. But what has the industry as a whole done to make furs more popular and the women more fur conscious?

Why must we have various associations, each catering to its own branch of the industry, and thus jealously looking out for one segment, rather than the whole? Why can't we have one all-embracing association which will represent the entire fur industry, and from these organize committees for each particular segment? If this were done, a really top-notch publicity agent could be hired to re-sell the American women on furs; and that is what is needed: a brand new selling job.

Many times we hear the comment, "If I can't have mink, I'll wait." The automobile industry cannot exist on the sale of Cadillacs alone, and neither can this industry survive on the selling of mink. Promotion campaigns are needed, and needed desperately. So lets not be like the proverbial ostrich, but pull your head up out of the ground, look around, and face facts.

Have the people who supply you, the skin dealers, silk people, dressers and dyers, all join your association: your problems are their problems. If they don't support you, then you can't buy—and they can't prosper. So let's get together and make our weight felt. At the time of the Civil War, there was a saying that applies NOW . . . united we stand; divided we fall.

MERRILL M. MITCHELL

ON OUR COVER:
LEOPARD GREATCOAT. PHOTO COURTESY INTERFOTO, MILANO, ITALY.

AMERICAN FURRIER and SOL VOGEL

OLDEST AND LARGEST FUR FASHION SERVICE IN AMERICA

Organ of the Master Furriers' Guild of America

Published by

AMERICAN-MITCHELL FASHION PUBLISHERS, Inc.

ESTABLISHED SINCE 1873

255 Seventh Avenue **New York 1, N. Y.**

BERNARD M. GOLDSTEIN, Publisher 1920-1946

Telephones: WAtkins 9-5806-07

Cable Address: CHELLMIT—Newyork

VOL. LI, NO. 3

MAY 1954

Branch Offices:

PARIS, LONDON, COPENHAGEN, STOCKHOLM, OSLO, GENEVA, TURIN, FRANKFURT, ROTTERDAM, MADRID, LISBON, SANTIAGO, BUENOS AIRES, TOKYO, HONG KONG

The AMERICAN FURRIER and SOL VOGEL is published and distributed monthly, from March to December inclusive, by AMERICAN-MITCHELL FASHION PUBLISHERS, Inc. Yearly subscription price: United States, $35.00; Canadian and Foreign (including postage and duty), $37.50. ADDRESS ALL FOREIGN and DOMESTIC COMMUNICATIONS and MAKE ALL PAYMENTS by CHECK, POSTAL or EXPRESS MONEY ORDER, REGISTERED LETTER or DRAFT on NEW YORK, DIRECT to AMERICAN-MITCHELL FASHION PUBLISHERS, Inc., 255 Seventh Avenue, New York 1, N. Y., Notify publishers, without delay, of any change of address, giving old address as well as the new. Nothing appearing herein may be reprinted either wholly or in part without permission. Re-entered as Second Class Matter, November 17, 1953, at the Post Office, New York, N. Y. under act of Congress of March 3rd, 1879.

THE INDUSTRY SPEAKS...

An Interview With

ALBERT FELDMAN, Pres.

Hollander & Son, Inc.

THE many things which have been wrong with the fur business in the past few years run the broad gamut of economics, styling and the fur excise tax. In the realm of abtract factors that have contributed to the fur industry's decline is the dominating but questionable conclusion that women have abandoned their interest in furs. While there may be some degree of substance in each of the various prevailing opinions, there is present in these opinions the danger that too much emphasis may be laid on one factor. Sight could be lost of the other factors which may accurately be the major causes of the problems confronting the industry.

There is, however, one factor which I believe will be recognized with little or no disagreement as a paramount reason for the industry's distressing situation and that is the loss of the teen-age market. That loss occurred many years ago. In my judgment, this development is a clear example of lack of industry vision and is equialent to the demolition of the supporting pillars of the industry's structure.

During the lush years most of us perhaps were too preoccupied with the then current good business to be aware of what was occurring to the teen-age and young women's market. The belief that the fur industry could and would be patronized by the consumers who created the industry's prosperity at that time was widely, if not totally, embraced. Even if that prejudiced hope would have been founded in fact, it still would have left the industry very vulnerable just as it ultimately found itself to be.

Not many of us are free of the laissez faire which in the past characterized our attitudes with respect to the young women of America whose interest in furs we failed to cultivate and promote. These very "youngsters" are now exhibiting their impatience with our neglect of them in the past years. They are showing us by positive action the way to a new and ever broadening market for fur articles, accessories and fur garments. The scriptures tell us, "and a Little Child shall lead them." So are the young women of today pointing a way out of the maze in which we have found ourselves for several years.

There are several millions of teen-age females today who 10 years ago were children and adolescents in age brackets of 8 to 10 years. They were not then interested in furs nor did they see or hear of many furs which at that time were already extinct in a sense or had been discarded by Fashion. The females in the foregoing and higher age brackets are now young ladies ranging from 18 to 20 years and above. Adding to this group the many more millions of females who in very recent years have arrived at the age levels of 16 to 22 we find that we possess a priceless reservoir of consumers. This potential in the main is relatively untapped. If no such reservoir of potential purchasers existed, and it could be created by some device, it is reasonably safe to suppose that as an industry, we would go all out to help in this direction.

I have always maintained that as long as we have females, we shall always have a fur business irrespective of the fluctuations, hardships and recessions that frequently beset us. The youth of America is confirming this contention inspiringly and actively. Under our very noses a renaissance of revolutionary proportions is taking place. It may not be too impressive to many of us because we are inclined to look at the fur industry through "mink colored glasses." Remove them long enough and we see the gayest and most enthusiastic acquisitions of furs and furbelows by the long-neglected youth of America.

They are now talking furs in their homes and among their friends. They are displaying their acquisitions at home which run from the little kerchief fur knots to fur collars and cuff sets, fur belts, fur covered purses and handbags, fur trimmed boudoir slippers, fur covered gauntlets and even fur earrings. Umbrella covers trimmed with fur also are fascinating the young women of today. The mother of the household is also undergoing a broadened appreciation of her present fur and of new ones which she plans to acquire because the daughters are bringing home rediscovered furs.

The next step will logically be the acquisition of small wear in furs by the young women of tomorrow, such as capes, jackets, stoles and even full length fur garments.

We can reverse the so-called one-fur trend and capture a new, expansive and profitable market by making fur articles and fur garments to please the teen-ager and debutante of today. Gay and even subdued colors in furs, smartly designed, light in weight and popular priced should supply the answer to our need for better distribution and economic stability in our industry.

Let us bring back many of the furs which are in our midst but are sojourning too long in warehouses and which should be in the channels of distribution and use.

If we do not show the young women of America that they have furnished us with good reason to remove our blinders they will return to the use of other wearing apparel and perhaps be lost to us again for many years to come. Our vision, courage and ingenuity is challenged. We can meet the challenge by showing renewed confidence in our industry at the same time rebuilding it on a profitable basis.

This is the third in a series of interviews of the most prominent figures in the fur industry to bring you their views on conditions in the trade and their suggestions for the betterment of business conditions. All the opinions expressed in these articles are those of the speaker and do not, necessarily, reflect the views of this publication.—**EDITOR.**

Broadtail cape, fringed with monkey fur.
Photo courtesy of Interfoto, Milano, Italy.

Reproduction Prohibited

Black-dyed Cape of Good Hope seal
small-coat.
Photo courtesy of Associated Fur
Manufacturers, Inc., N. Y.

Reproduction Prohibited

Watch For DETAILS

With the increasing popularity of the shorter garment—the brief boleros, jackets, and stoles—the designer can no longer depend on pure mass of luxurious fur to attract the eye.

◆ ◆ ◆

Detail: detail of collar, of shoulder line, of sleeves: these are the focal points of the coming trend.

◆ ◆ ◆

The collars are either small or large . . . very small or exceedingly large. But more important than just petiteness or extravagant breadth is the cunning with which the collar has been designed. Does it look as if it is going to be flat? Then it must suddenly swirl upright. Or if it closes to a neat tie, then it might present a full rolling fold when it opens.

◆ ◆ ◆

Emphasizing the collar accent is the shoulder. Now it is more definitely outlined. Still in a flowing line, the shoulders have had something added to them. The something is greater bulk, but along with the bulk is the feeling that at a specific point the shoulder ends and the sleeve begins.

The sleeve, too, has come into greater importance, but its importance lies in the slimmer lines that taper more discreetly to the wrist. The sleeve design is aimed at accenting the larger shoulder treatment, but accenting it with the contrast of **less** bulk.

◆ ◆ ◆

The novelty for the sleeve lies in length, ending just above the wrist, halfway to the elbow, or even at the elbow. The shorter sleeve, of necessity, dictates the disappearance of the large cuff. Replacing the full cuff we have the extreme of no cuff at all, or at most a fitted narrow cuff that may be prettied up by tabs or buttons, or intricate patterns made up by the cut of the fur pelts.

◆ ◆ ◆

For short jacket or long coat, the trend is the same—collar, shoulder, and sleeves are doing the face-lifting.

RHYN SERLIN

Surveillez Des DETAILS

Avec la popularité toujours croissante des vêtements courts—les boléros abrégés, les jaquettes, les étoles—le dessinateur ne peut plus maintenant compter uniquement sur la masse luxuriante des fourrures pour attirer l'attention.

◆ ◆ ◆

Des détails, détails du col, de la ligne d'épaule, des manches: voilà les points d'attraction de la nouvelle tendance de la mode.

◆ ◆ ◆

Les cols sont, ou petits ou grands, très petits ou trés grands. Plus importante que simplement la petitesse ou l'extravagance, on remarquera l'adresse avec laquelle le col a été dessiné. Alors qu'on croit qu'il doit rester à plat, immédiatement il tourbillonne et remonte. Ou, s'il est fermé d'une cravate sobre, alors il peut offrir un flot ondulant dès qu'il est ouvert.

◆ ◆ ◆

Voilà que l'épaule vient appuyer davantage l'accent sur le col. Celle-là est plus définitivement accentuée. Même en présentant une ligne d'épaule encore souple, on y a ajouté quelque chose. Ce quelque chose est un peu plus de volume, mais, même en plus de ce volume, vous réalisez qu'à un point spécifique, l'épaule finit là où commence la manche.

◆ ◆ ◆

La manche elle aussi a pris une plus grande importance, mais cette importance repose dans des lignes plus élancées, qui retombent discrètement sur le poignet. Le dessin de la manche tend à accentuer le largeur des épaules, les accentuant pourtant avec **moins** de volume.

◆ ◆ ◆

La nouveauté pour la manche repose dans la longueur qui s'arrête parfois au poignet, à mi-chemin entre le coude, même parfois au coude. La manche plus courte, nécessairement, dicte la disparition du grand poignet. Pour remplacer celui-ci nous allons vers l'extrême, aucun poignet ou, tout au plus, un poignet étroit et ajusté qui peut être enjolivé d'une patte ou d'un bouton alors que quelque fois, il s'agit d'un patron ingénieux présenté grâce à la disposition habile des pelleteries.

◆ ◆ ◆

Pour les jaquettes courtes comme pour les manteaux longs, la tendance est la même—le col, l'épaule ou la manche, voilà les détails qui feront un modèle à la page.

DESCRIPTIONS (ENGLISH)

54-501—A separate plastron that may be worn alone, or over the straight lines of the full-length coat, forms the extra-added attraction that makes for many-seasoned wear.

54-502—On the shoulder, a wide fold gives an epaulette feeling that continues down to a low 'V' in the back, and ends in pockets on the front.

54-503—The new straight feeling is carried out in a design of classic simplicity that flatters the face with a soft rolled collar.

54-504—The collar starts out with a rever, and then falls in a soft fold-over. A feminine touch that's strictly utilitarian is added with the shovel-scoop patch pockets.

54-505—Lumber-jacket comfort stems from the slash pockets, with the motif repeated just below the shoulder. The wide cuff is made for showing off a pretty new bracelet.

54-506—A flurry of mink boxes off the shoulders, and continues across the back to border the low, wide collar. The sleeves' elbow-fullness is emphasized by a triangle patch.

54-507—The curl of the lamb, and the contrast of a flat or sheared fur for an interestingly rolled collar, are the focal points for this deep-armholed number.

54-508—And contrast of the opposite type—a flat or sheared fur for the body of the coat, with Persian forming the revered collar and buttons . . . four buttons for that military feel.

54-509—Side belts hug the waistline in a sailor-boy jacket with a high rolled collar that keeps out wintry blasts.

54-510—For the bulkier furs, a fuller jacket that buttons up from the waistline to the closing of a collar that wings toward the shoulders.

54-511—There's a cleft to the wide cuff, fitted at the wrist, and a small neat wing collar that buttons high on the neck. This style, reaching to just below the hips, is good for any fur.

54-512—The recent trend in man-tailored modes for the ladies is apparent in this coat with its two hip pockets and single breast pocket. The button-down flap at the wrist adds a note of softness.

54-513—The scoop-out collar is the focus of this coat, and the curved softness is repeated at the hemline in the front. Any fur will do nicely.

54-514—Copying the loose lace cuffs of days of old, this greatcoat of seal, or any flat fur, emphasizes the straight lines that dictate the new mode.

54-515—Elbow fullness that tapers smoothly to the wrists is the lush note that points out the contrast of slim body lines.

54-516—There's a look of luxury about this coat with its collar that hugs the shoulder until it reaches the sleeve tip—and then flares into a fold.

54-517—A high bolero look to the front, and straight lines that reach all the way down to the calf in the back add interest to this Persian lamb. The rolled collar and four buttons may be in a contrasting fur.

54-518—If the lady prefers a fitted coat, the same front bolero line continues to mark off the waist in the back. Half-moon flaps on the pockets accent the hip.

54-519—The perennial great-coat is pictured here, with a deep 'V' at the throat, molded fullness to the back, and a fly-away divided cuff.

54-520—Mink and Persian, with the mink adding accent to the cape collar that starts just a bit above the waist in the front. Fullness is concentrated at the sides.

54-521—For the woman who likes the simple things in life, this Persian or Broadtail coat is the answer. The small collar can either lie flat, or be hugged up under the chin.

54-522—The design of line, formed by the mink pelts, permits extravagant touches. The focal points on this coat are the half-barrel cuffs that reach high towards the elbow.

54-523—Another broken belt, but this one appears to outline the waist in the back, and to close the jacket in front.

54-524—The bolero—brief and comfortable. For warmth's sake, the buttons close all the way from waist to neck. The narrow peplum swirls completely around the waist.

54-525—And here's an even briefer jacket, with interest centered at the slash breast pockets. Persian, seal, or what have you are all good choices.

54-526—The grace of a curved line adds distinction to this hip-length affair, with a round line for the pockets, cuffs, and revered collar.

54-527—The new trend in fur designing is illustrated here in the scroll collar. mandarin slide slits and curving pocket lines.

54-528—If the wind is blowing, the collar ties high under the chin. Opened, the collar becomes a double roll. Persian is an excellent choice for this coat with the slim sleeve.

DESCRIPTIONS (FRANÇAIS)

54-501—Un plastron séparé pouvant se porter seul ou sur un manteau long aux lignes droites, ajoute à l'élégance de ce modèle qui sera de mise durant plusiers saisons.

54-502—Sur l'épaule, un large pli crée un effet d'épaulette qui continue en un "V" profond au dos et se termine en forme de poches sur les devants.

54-503—La nouvelle silhouette droite est accentuée ici dans un modèle d'une classique simplicité qui flatte la figure au moyen d'un souple col roulé.

54-504—Le col part d'un simple revers et retombe en un replis souple. Une touche très féminine et strictement utilitaire est ajoutée au moyen d'une patte en forme de cuiller sur les poches.

54-505—Jaquette de forestier présentant des poches fendues, le motif se répète taut au bas de l'épaule.

54-506—Une rafale de vison encadre les épaules et se continue au dos pour border le col large et profond.

54-507—Les bouclettes du mouton, le contraste d'une fourrure plate ou rasée formant l'intéressant col roulé, sont les points d'attraction de ce modèle à emmanchure profonde.

54-508—Pour faire contraste au modèle opposé —une fourrure plate ou rasée pour le manteau, l'astracan de Perse forme le col avec revers et les boutons.

54-509—Des ceintures sur les cotés, encerclent la taille dans cette jaquette marinière avec un haut col roulé qui protège des vents froids.

54-510—Pour une fourrure plus lourde, une jaquette plus ample qui boutonne depuis la taille en remontant vers un col ailé s'étendant à l'épaule.

54-511—Il y a une fente à ce large poignet ajusté sur la main, un petit col ailé sobre qui boutonne autour du cou.

54-512—La tendance récente vers des modèles plus masculins pour dames, est apparente dans ce manteau présentant deux poches sur les hanches et une poche de poitrine. La patte boutonnant sur le poignet ajoute à la souplesse du modèle.

54-513—Le col évasé en cuiller est le point de mire de ce manteau, et ces lignes incurvées se répètent au bas sur les devants. N'importe quelle fourrure fera jolie.

54-514—Copiant les souples poignets de dentelle d'autrefois, ce manteau en seal, ou autre fourrure rase, accentue les lignes droites dictées par la mode nouvelle.

54-515—L'ampleur au coude diminuant à rien au poignet est la note d'abondance qui accentue le contraste avec les lignes droites du corsage.

54-516—Ce manteau présente une apparence luxueuse grâce à son col qui encercle les épaules jusqu'à la tête de la manche.

54-517—Le devant offre un haut boléro alors que les lignes du dos sont droites et tombent sur le mollet, ajoutant de l'intérêt à ce modèle en astracan de Perse.

54-518—Si madame préfère un manteau ajusté, la ligne du même devant boléro se continue pour marquer la taille au dos. Des pattes en demi-lune sur les poches accentuent les hanches.

54-519—Le grand manteau perpétuel est ici représenté avec un "V" profond à l'encolure, une ampleur modifiée au dos et un poignet vol au vent divisé.

54-520—Vison et astracan de Perse, alors que le vison accentue le col cape qui part depuis le haut de la taille devant.

54-521—Pour la femme qui aime les choses simples dans la vie, ce manteau en astracan de Perse ou en Breitchwanz est la réponse. Le petit col peut se porter à plat ou remonté sous le menton.

54-522—Le dessin des lignes, formé des peaux de vison, permet des touches extravagantes. L'attraction principale sur ce manteau est sans doute le poignet demi-baril qui monte haut vers le coude.

54-523—Une autre ceinture brisée, mais celle-ci apparait pour accentuer la taille au dos et pour fermer la jaquette devant.

54-524—Le boléro—court et confortable. Pour plus de chaleur, les boutons ferment le devant depuis la taille jusqu'au cou. Le godet ondulé tourbillonne autour de la taille.

54-525—Et voilà une jaquette plus courte encore, alors que l'intérêt se concentre sur les poches de poitrine fendues. L'astracan de Perse, le seal, ou votre choix, tout est approprié.

54-526—La grâce d'une ligne courbe ajoute à la distinction de ce modèle longueur aux hanches, avec une ligne arrondie pour les poches, les poignets et le col à revers.

54-527—La nouvelle tendance en modes pour fourrures est ici illustrée par un col parchemin, des cotés mandarin fendus et des lignes de poches incurvées.

54-528—Si le vent souffle, le col s'attache haut sous le menton. Ouvert, le col devient un double rouleau. L'astracan de Perse est le choix par excellence pour ce manteau avec une manche droite.

54-501
IT'S ONE COMBINATION
WEAR IT 3 WAYS

dimensional

beauty

Slender

54-506

54-507

AMERICAN FURRIER and SOL VOGEL

MAY, 1954

and Graceful

54-508

AMERICAN-MITCHELL FASHION PUBLISHERS, INC. — 255 SEVENTH AVENUE — NEW YORK 1, N. Y.

good with suits

AMERICAN FURRIER and SOL VOGEL

54-511
54-512

AMERICAN FURRIER and SOL VOGEL

AMERICAN-MITCHELL FASHION PUBLISHERS, INC. — 255 SEVENTH AVENUE — NEW YORK 1, N. Y.

54-517

54-518

The Long Look

54-519

AMERICAN-MITCHELL FASHION PUBLISHERS, INC. — 255 SEVENTH AVENUE — NEW YORK 1, N. Y.

fashionably brown

54-520

54-521

54-522

pert persians

54-524

54-523

54-525

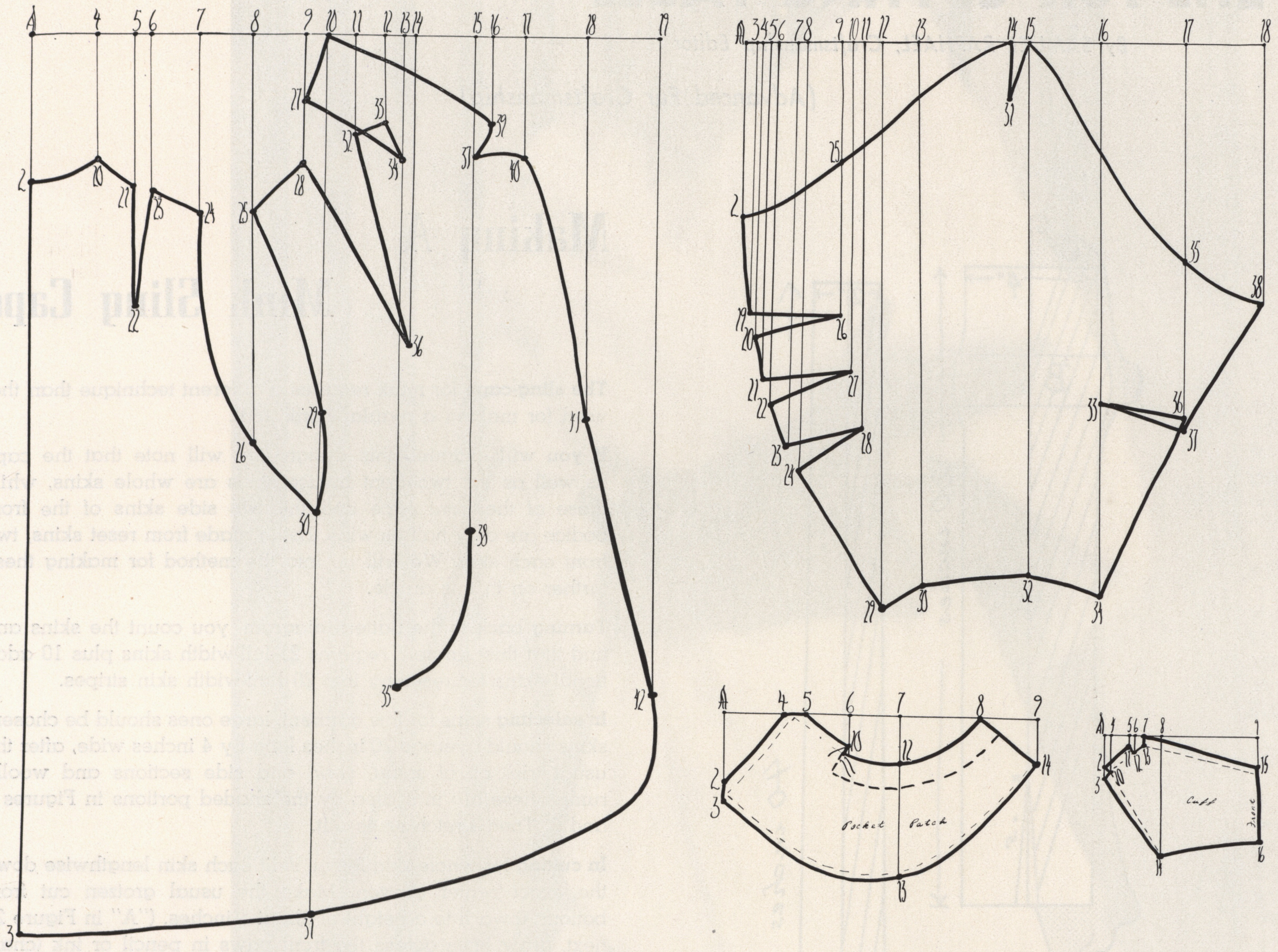
54-526

AMERICAN-MITCHELL FASHION PUBLISHERS, INC. — 255 SEVENTH AVENUE — NEW YORK 1, N. Y.

three-quarter perfection

DIAGRAM OF JACKET NO. 54-526 IN THIS ISSUE

By SIMON CLAYTON, *Chief Instructor*
American-Mitchell—Sol Vogel Designing School



Size 16. The measurements are:

	Inches
Bust	37
Hips	40

Square both ways from A.
2 from A is 6½ inches.
3 from A is 39½ inches.
4 from A is 2⅞ inches.
5 from A is 4½ inches.
6 from A is 5⅜ inches.
7 from A is 7½ inches.
8 from A is 9¾ inches.
9 from A is 11⅞ inches.
10 from A is 12¾ inches.
11 from A is 14¼ inches.
12 from A is 15¼ inches.
13 from A is 16⅜ inches.
14 from A is 16⅝ inches.
15 from A is 19¼ inches.
16 from A is 20 inches.
17 from A is 21⅝ inches.
18 from A is 24⅜ inches.
19 from A is 27¾ inches.
20 from 4 is 5½ inches.
21 from 5 is 6¾ inches.
22 from 5 is 12 inches.
23 from 6 is 6¾ inches.
24 from 7 is 7¾ inches.
25 from 8 is 7¾ inches.
26 from 8 is 18 inches.
27 from 9 is 2⅞ inches.
28 from 9 is 5½ inches.
29 from 10 is 16⅜ inches.
30 from 10 is 21 inches.
31 from 10 is 38½ inches.
32 from 11 is 4½ inches.
33 from 12 is 3¾ inches.
34 from 13 is 5¼ inches.
35 from 13 is 28⅜ inches.
36 from 14 is 13½ inches.
37 from 15 is 5¼ inches.
38 from 15 is 21¼ inches.
39 from 16 is 4 inches.
40 from 17 is 5 inches.
41 from 18 is 16⅝ inches.
42 from 19 is 29 inches.
Finish off as shown in heavy outline of diagram.

SLEEVE

Square both ways from A.
2 from A is 7¾ inches.
3 from A is ½ inch.
4 from A is ¾ inch.
5 from A is 1¼ inches.
6 from A is 1½ inches.
7 from A is 2⅛ inches.
8 from A is 2¾ inches.
9 from A is 4½ inches.
10 from A is 5 inches.
11 from A is 5½ inches.
12 from A is 6⅜ inches.
13 from A is 8⅛ inches.
14 from A is 11¾ inches.
15 from A is 12½ inches.
16 from A is 15⅜ inches.
17 from A is 19½ inches.
18 from A is 23 inches.
19 from 3 is 12 inches.
20 from 4 is 13 inches.
21 from 5 is 15 inches.
22 from 6 is 16 inches.
23 from 7 is 18 inches.
24 from 8 is 19 inches.
25 from 9 is 5 inches.
26 from 9 is 12 inches.
27 from 10 is 14⅜ inches.
28 from 11 is 17 inches.
29 from 12 is 25 inches.
30 from 13 is 24 inches.
31 from 14 is 2½ inches.
32 from 15 is 23½ inches.
33 from 16 is 15¾ inches.
34 from 16 is 24¼ inches.
35 from 17 is 9⅜ inches.
36 from 17 is 16¼ inches.
37 from 17 is 17 inches.
38 from 18 is 11¼ inches.
Finish off as shown in heavy outline of diagram.

CUFF

Square both ways from A.
2 from A is 1⅜ inches.
3 from A is 1⅞ inches.
4 from A is ¼ inch.
5 from A is 1 inch.
6 from A is 1⅛ inches.
7 from A is 1⅝ inches.
8 from A is 2¼ inches.
9 from A is 6½ inches.
10 from 4 is 1⅝ inches.
11 from 5 is ⅝ inch.
12 from 6 is ¾ inch.
13 from 7 is ⅜ inch.
14 from 8 is 5½ inches.
15 from 9 is 1½ inches.
16 from 9 is 4⅞ inches.
Fold at part marked front to make complete cuff. Finish off as shown in heavy outline of diagram.

POCKET FLAP

Square both ways from A.
2 from A is 3⅛ inches.
3 from A is 3⅞ inches.
4 from A is 2¾ inches.
5 from A is 3½ inches.
6 from A is 5½ inches.
7 from A is 7¾ inches.
8 from A is 11½ inches.
9 from A is 13¾ inches.
10 from 6 is 1¼ inches.
11 from 6 is 1½ inches.
12 from 7 is 2 inches.
13 from 7 is 7⅛ inches.
14 from 9 is 1¾ inches.
Finish off as shown in heavy line of diagram.

THE FUR CUTTING TABLE

By SAMUEL RAPHAEL, Craftsmanship Editor

(Advanced Fur Craftsmanship)

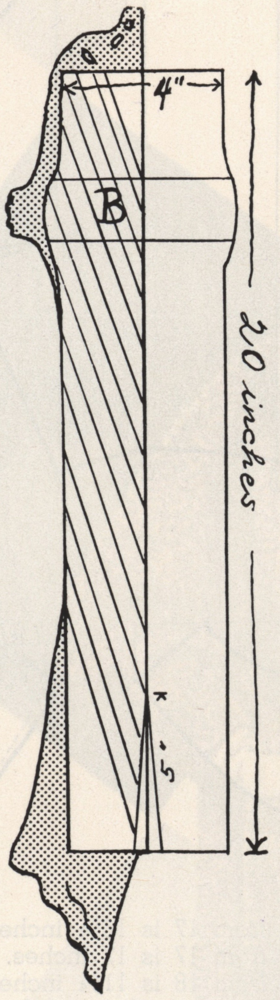
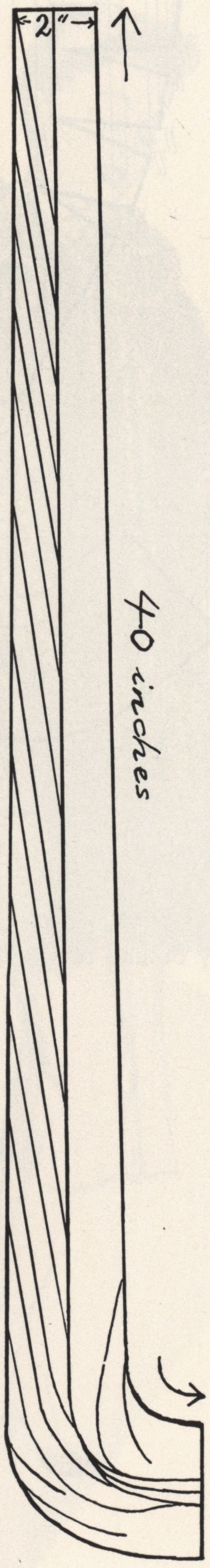


Fig. 1



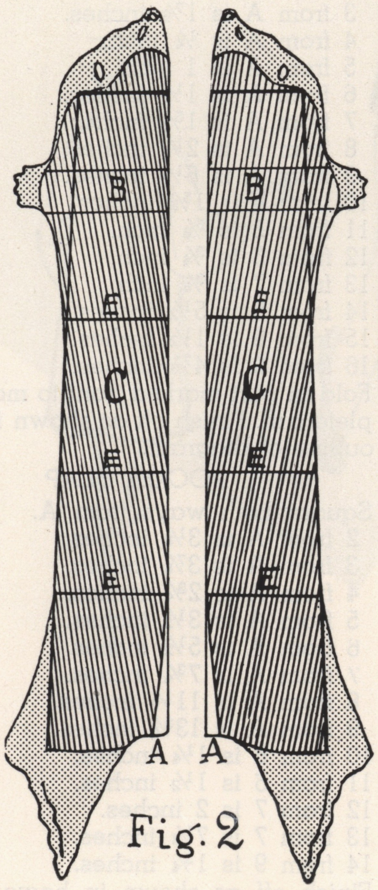


Fig. 2

Making A Mink Sling Cape

The sling-cape for mink requires a different technique than that used for making a regular mink coat.

If you will examine this design you will note that the cape as well as the two front bodice skins are whole skins, while those of the front cape and the two side skins of the front bodice are only half as wide, being made from reset skins, two from each skin. We will go into the method for making these further on in this article.

Turning back to the pattern diagram, you count the skins and find that this garment requires 21 full-width skins plus 10 additional skins for resetting into 20 half-width skin stripes.

In selecting skins for this garment, large ones should be chosen; skins should average 20 inches long by 4 inches wide, after the usual trim off of snout, paw, and side sections and woolly rump; these are indicated by the shaded portions in Figures 1 and 2. Then stretch skins out.

In cutting for whole-skin letout, split each skin lengthwise down the exact center grotzen. Make the usual grotzen cut from bottom upward to a height of about 5 inches. ("A" in Figure 2); next, draw lines across the front paws in pencil or ink (chalk would rub off!), as shown at "B". These lines help the operator to line up the skins properly; they should run continuous around the garment body when joined.

Letout cuts have to be carefully calculated. The general principle appears in Figure 1. For convenience' sake we assume that a skin is to be doubled in length. That would halve its width, of course. Thus, if you want the skin to start with a 2-inch width at top, make your first cut from a point 1 inch to each side of grotzen. Cuts are made downward from side toward grotzen. The angle of the cuts would likewise drop to double their old depth when resewn, so you figure the number of cuts to be made in that manner. Figure No. 1 makes this rather plain. However, an added complication arises in this style of garment, because some of the skins have to be curved around at bottom, as shown in the illustration. For this purpose, you add several cuts at bottom sides which do not run all the way to grotzen; these help your operator to accomplish the rounding by pulling the cuts in, or out, respectively. Every experienced mink operator knows how to do this, provided you make these helpful cuts for him.

It should hardly be necessary to repeat here the fact that the letout cuts are made only to a little short of the edge; the operator separates each cut only when ready to sew it.

Now we come to the half-width skins. Figure 2 shows the diagonal reset method by which two complete skin stripes are produced from one skin. The method, briefly, is this:

Large skins have to be used. Proceed in the same manner as described for let-out skins, by trimming and stretching them. However, when you mark them across at "B", where they are merely to be reset, this is sufficient. But if they are first to be let out also, it is wise to mark them across in several places as indicated at 'E" in Figure No. 2, in order to assure perfect joining.

White mink stole.
Photo courtesy of Interfoto,
Milano, Italy.

Reproduction Prohibited

Wrap-around stole of Chinchilla.
Photo courtesy National Chinchilla
Breeders of America, Inc.

Reproduction Prohibited

Come to the Fair . . .

Fun and business will be equally balanced at the World's Fur Fair to be held June 23 to 26 at the Hotel Ambassador, Atlantic City, N. J.

With headquarters at the Hotel Ambassador, the program is designed to interest both the trade and their wives—and even the children will be taken care of, by official baby sitters.

Among the features of the Fur Fair will be a consumer fashion show, followed the next day by a trade fashion show. Exhibits have been arranged by government conservation commissions, fur breeder groups, dressers, dyers, blenders, supply firms, silk houses, designers, and manufacturers. At the Guild Lecture Hall, there will be demonstrations of new methods and techniques, and talks on sales management, advertising—and every other facet of the industry.

Concurrently, the Master Furriers' Guild of America will hold its Silver Jubilee, and National Guild officials from all parts of the United States will meet to discuss Guild activities, and compare them with the representatives from the many foreign countries that will be represented.

Firms interested in displaying their products or services should communicate with Irving Genfan at 127 West 30 Street, New York City. Hotel room reservations should be made to the Hotel Ambassador, Atlantic City; for priority reasons, it is advisable to mention the Fur Fair in order to secure reservations.

The Fur Trade on Parade—mink, raccoon, chinchilla, beaver, rabbit, skunk, ermine, and fox—June 23 to 26, at Atlantic City

Simple Instructions Furnished

DO YOUR OWN FUR CLEANING

AT A TREMENDOUS SAVING
UNBELIEVABLY LOW COST
BY OUR NEW METHOD

- BEST RESULTS GUARANTEED WITH
- SIRCO TROPICAL NUT SHELLS AND
- SIROTTA'S PLEASANT ODOR CLEANING FLUID

Used by Leading Furriers, Cleaners & Dept. Stores
FOR ALL FURS—Including Persian, Beaver, Mouton, Long, Short and Curly Haired Furs
DOES NOT STICK TO FUR —— SHAKES OUT EASILY
Also Good for Softening New and Remodeled Coats
To increase Your Cleaning Sales Inquire About Our FREE Smart Tags.
ATTENTION CANADIANS:-NO DUTY ON OUR SHELLS

SIROTTA'S PLEASANT ODOR CLEANING FLUID

Best Cleaning Fluid on the Market.
For All Furs and Linings
Greaseless—
Rapid-Drying
Gives a Better Lustre
Leaves no residual odors

SIROTTA'S SIRCOFUME LIQUID FUMIGATING GAS

100% Non-Flammable. 100% Non-Explosive. Kills Moths and Larvae. For use in Vaults and Demothing Chambers.
Safest and Most Economical Fumigant, as much Less is Needed.
Leaves no residual odors

Manufactured Only By

BERNARD SIROTTA CO
WORLD'S LARGEST MANUFACTURER OF FUR CLEANING & STORAGE CHEMICALS
Established 1893
610 SMITH STREET BROOKLYN 31, N. Y. U.S.A.

GLAZINGS - DYES - MOTH SPRAYS - PERSIAN GLOSS, ETC.
AIR CONDITIONED FUR DRUMS - STORAGE VAULTS - VACUUM BEATING TABLES - FUR SEWING MACHINES - STEAM IRONS, ETC. - BEAVER & MOUTON IRONING & ELECTRIFYING MACHINES

NEW • IMPROVED • WITH • BRILLIANT • GLOSS
INSTANT
BLUE-GREY DYE
In a Finger-Tip Aerosol Spray Bomb

For . . .
- **GREY PERSIAN LAMB**
- **GREY PERSIAN LAMB PAW**
- **GREY INDIAN LAMB**

These, or any other grey furs can now be reblended to look like new, no matter how old or yellow!

New or remodeled grey fur capes, stoles and coats can be touched up to an all-over, matched color and given a beautiful sheen.

No experience necessary . . . anyone can do it . . . in your own showroom or workshop.

SPECIAL PRICE $1.75 EACH
3 Cans . . . $4.65

Full directions on each can . . . *now that we manufacture our OWN product* . . . Therefore the Special Price!
We will ship postpaid if you send check or money order.

See Our New
FANCY LININGS

Try Our . . .
***New* FUR GLAZE**
A Non-Toxic Fur Cleaner
Can't Make You Sick!

Thoroughly CLEANS . . . Brilliantly GLAZES . . . and water REPELS . . . ALL furs and ALL linings . . . ALL IN ONE SIMPLE OPERATION . . . with your PRESENT equipment . . .NOTHING to buy except these two products.

WRITE FOR FREE BOOKLETS

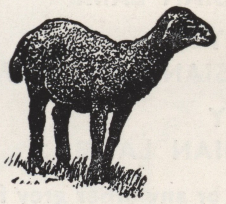
ALSO *RYOLIN* IS STILL GOING STRONG

ECKERT RICHMOND CO.
Everything for the Furrier from a Pin to a Vault
LAckawanna 4-4993-4994
206-208 WEST 29th STREET NEW YORK 1, N. Y.

MYRTIL HARF

FUR MERCHANTS

A Leading Source For



PERSIAN LAMB

- Black-dyed & Natural Grey in Bales & Bundles
- Natural Iridescent Brown
- Special Matching Service
- Fresh collections always on hand
- Hammer Brand processed exclusively

230 W. 29 Street New York, N. Y.

WI. 7-3550-1

Acclaimed throughout the world!

THE GREATEST FUR TREATMENT DISCOVERY IN RECENT YEARS!

DFC BLUE-GREY Dye

In Aerosol Bomb

Now retouch faded furs by pressing a button!

Do it yourself . . . in your shop. With air-brush softness, DFC bomb reblends yellowed, faded grey furs into grey tones with platinum blue sheen of irresistible beauty. For denser tones, simply respray.

Unconditionally Guaranteed

Amazing results. Use DFC Blue-Grey on faded grey Persians, grey Persian paw, grey kidskin, Indian and So. American Lamb. Fully Guaranteed.

BEWARE OF IMITATIONS

$1.75 each

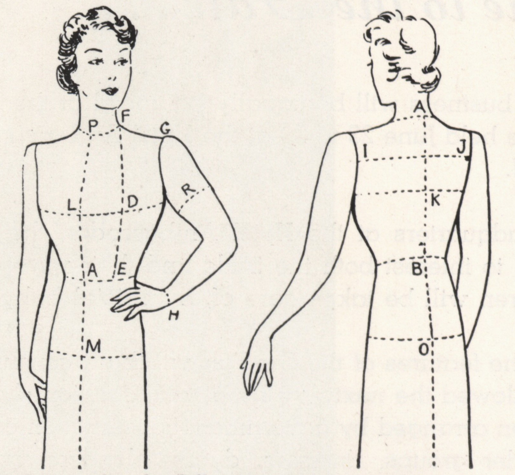
3 bombs for $4.85

Distributors in leading cities or write

Dependable Fur Chemical Co.

15 W. North Ave., Baltimore 1, Md.

HOW TO TAKE MEASUREMENTS



For All Coats take the following measurements:

1.—Around fullest part of bust....................L to D
2.—Around fullest part of hip..........................M
3.—Across the back ....I to J
4.—Shoulder and sleeve length..............F to G to H
5.—Back neck to bust point..................A to F to D
6. Length of Coat desired.

For Princess Coats add the following measurements:

7.—Around the waist ....A to E to B
8.—Back neck to back waist.........................A to B
9.—Back neck to bust to front waist......A to F to D to E

REVISED STANDARD MEASUREMENT CHART

Do not confuse bust measure with size. A **37-inch bust** is the measurement of a **"16 size"** pattern. A **"36 size"** is equivalent to a **"39-inch bust measure"**. To secure the correct size pattern, consult this table of proportions.

MISSES and WOMEN'S SIZES

Size	Bust	Waist	Hips	Across Back	Back Neck-to Waist	Shoulder	Outside Sleeve	Under Sleeve
12	34	26	37	13½	16	5	22	17
14	35½	27½	38½	14	16½	5⅛	22½	17½
16	37	29	40	14½	17	5⅛	23½	18
18	38½	30½	41½	15	17	5¼	23½	18
20	40	32	43	15½	17¼	5⅜	23½	18
36	39	31½	42	15½	17¼	5⅜	23½	18½
38	41	33½	44	15¾	17¼	5⅜	23½	18½
40	43	35½	46	16¼	17¼	5½	23½	18½
42	45	37½	48	16¾	17¼	5½	23½	18½
44	47	39½	50	17¼	17½	5¾	23½	18½

JUNIOR SIZES

9	32	24½	35½	13	15	4¾	21	16
11	33	25½	36½	13¼	15	4¾	21½	16½
13	34½	26½	37½	13½	15½	4¾	22	17
15	36	28	39	14¼	15¾	5	22	17
17	37½	29½	40½	14¾	15¾	5	22½	17½

HALF SIZES for SHORT STOUT WOMEN

35½	40	34	44	15	15½	5	23½	17½
37½	42	36	46	15½	15¾	5⅛	23½	17½
39½	44	38	48	16	15¾	5¼	23½	17½
41½	46	40	50	16½	16	5⅜	23½	17½
43½	48	42	52	17	16	5½	23½	17½

HALF SIZES for SHORT MISSES

12½	35	26½	39	13½	15½	5	22	17
14½	36½	28	40½	14	15¾	5	22½	17½
16½	38	29½	42	14½	15¾	5	23	17½
18½	39½	31	43½	15	15¾	5¼	23	17½
20½	41	32½	45	15½	16	5¼	23	17½
22½	42½	34	46½	16	16	5½	23½	17½

"THE ASSISTANT FUR FITTER"

by

SOL VOGEL

OVER 2500 FURRIERS ALL OVER THE WORLD
ARE USING THE EXPERT SKILL OF THIS

FUR FITTING GENIUS

•

"The Assistant Fur Fitter" . . .is a 116 page picture book that gives you the "Before and After" to every fur fitting problem. It poses the question, shows the error and then shows the correction to those questions which daily are annoying problems in fitting, altering, restyling and remodeling. It's the result of experience gathered in fitting 50,000 women in our showrooms over the past 25 years. Every conceivable problem is illustrated and is answered.

With each problem is a little reading matter, which clearly explains . . . in simple furrier language . . . how to correct the defect. There is also a photograph (not a drawing) of a canvas model or fur coat showing the defect, another photograph showing the corrected coat AND HOW IT IS DONE.

Price $25.00 F.O.B. New York

Special discount of 10% to subscribers of this fashion book.

Mail your check with order . . . If dissatisfied, return the book within 10 days and your money will be refunded.

SOL VOGEL

330 Seventh Avenue **New York 1, N. Y.**

NOW-"THE MIDDLE-MAN" CAN GLAZE THE EASY, PROFITABLE WAY

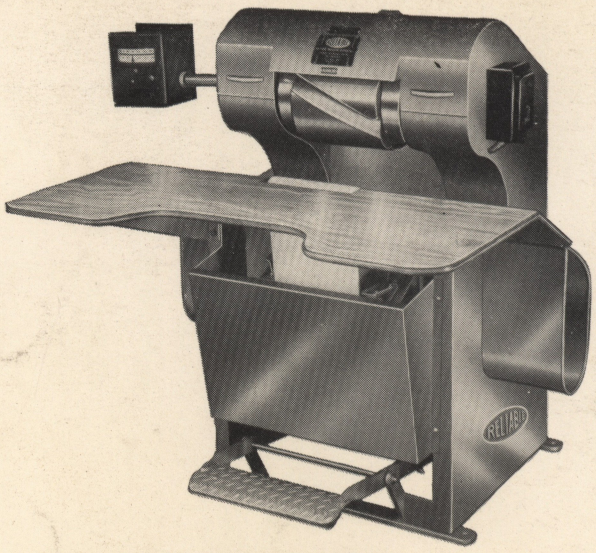
with the

"RELIABLE JUNIOR"

FUR ELECTRIFYING & REJUVENATING MACHINE

The Junior offers these money making features:

1. Electrifies and rejuvenates all furs, such as beaver, mouton, nutria, sheared raccoon, mink, seal in 10 minutes.
2. Eliminates all time consuming, tedious hand labor.
3. No skilled labor required.
4. Will pay for itself in one season.



Model 25 — **$1495.00** A.C.

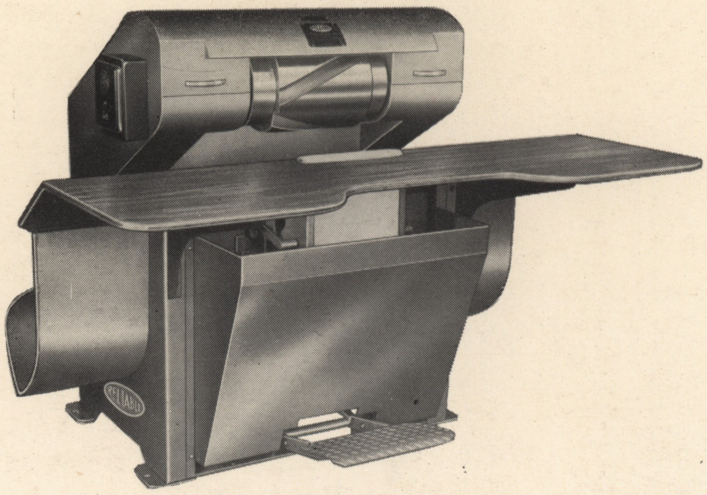
U.S. Pat. Nos. 2,477,448, 2,633,731. Canadian Pat. No. 490,826.

For the furrier who electrifies upwards of 1500 Garments per season, RELIABLE offers:

2 Types of MASS-PRODUCTION Electrifying & Rejuvenating Machines:

Reliable Model EL-20 (Not Illustrated) **$2100.00** A.C.
Reliable Model EL-30 (Illustrated) ......**$2200.00** A.C.
(formerly Furtex #451-B)

- Either of the above 2 models enables you to surpass your competitors both in quality and production time.
- All types of Fur Garments electrified in 6 minutes or less.



Model EL-30 **$2200.00** A.C.

For the furrier who handles up to 300 Garments per season, our LUSTERETTE "The Mighty Midget" Portable is a must for Electrifying & Rejuvenating Fur Garments; as well as touching up stock coats, and those which get creased in shipment.

- Just plug in and use; no overhead trolleys, tracks or shafts needed.
- Can be used in any position. • Weights only 7 lbs.

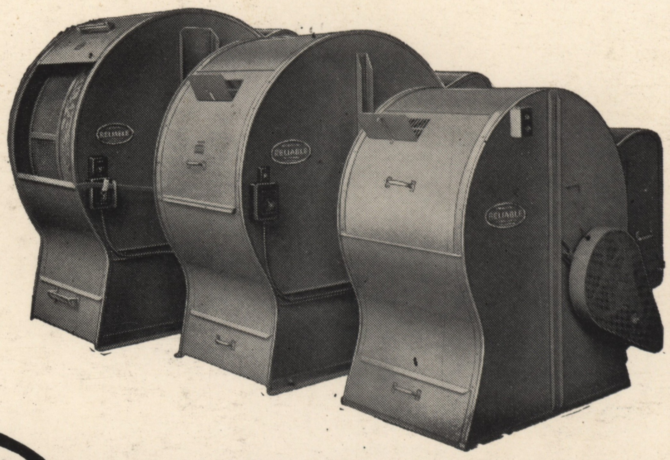
U.S. Patent No. 2,560,946.

Model L-50
$197.50 A.C.

For Fur Cleaning—"Reliable" DeLuxe Trio of WOOD-LINED FUR CLEANING DRUMS

- A necessity for every furrier who demands the finest in cleaning.
- Excellent for softening offboard as well as new garments.
- Equipped with filtered Air Suction system.
- Safe . . . no damage to pelts or removal of protective oils.

Model No.	*Coat Capacity*
DeLuxe #1	12 per hour
DeLuxe #2	8 per hour
DeLuxe #3	4 per hour
Jr. Comb.	2-3 per hour



Let **RELIABLE** design, engineer and install a profitable **FUR STORAGE VAULT** for you.

Write for details — No obligation.

RELIABLE

RELIABLE MACHINE WORKS, INC.

230-240 EAGLE STREET, BROOKLYN 22, N. Y. **EVergreen 9-6260**